

Presentation - Phase 5 Consultation Feedback, Berkeley Homes

2.1. Sarah provided a summary on the first round of consultations in November and December 2025, outlining Berkeley's strategy, material and feedback to questions.

2.2. The first round of consultations provided a recap of the 2025 Masterplan which was approved in October, what that was looking at for Phase 5 and how this phase could come forward. The consultant focused on landscaping concepts for Phase 5, understanding how residents use Phase 5 at the moment, what they would like to see going forward and what is currently working/isn't working, which they would take to Berkeley Homes Design Team.

2.3. Consultation Approach: this has changed from previous consultations for the masterplan as Phase 3 and 4 consultations had poor turnout. The changed consultation approach included: pop-ups at Manor House tube station, outside Sainsbury's, at the Winterfest, hosting webinars, and leafleting outside Skinner's. This proved to be a successful approach to engage with wider demographics and provide information.

2.4. Consultation Materials: Berkeley provided brochures and flyers to residents. Berkeley also held a workshop with the Design Committee consultation subgroup to improve the flyers and agreed to produce materials with less text and more visuals.

2.5. Berkeley provided a detailed brochure with explanatory texts on Phase 5 and where it is in conjunction with the rest of the Woodberry Down estate. The brochure explains what has been included in the masterplan application and what has been delivered in Woodberry Down to date.

2.6. Berkeley issued 10,294 flyers to homes and businesses, 300 flyers at pop-up events which included QR codes to a website with further information, and 150 brochures at events.

2.7. Events and Attendees: There were over 128 attendees at the Winterfest, 118 attendees at Sainsbury's, 12 attendees at the webinar, and 102 attendees at the Manor House station pop-up. The Design Committee members proposed utilising the existing community groups around the estate - Berkeley addressed this by leafleting outside Skinners Academy and Woodberry Down Primary School.

2.8. First Round Successes: Berkeley engaged with over 380 people and 114 feedback forms were completed. They will continue the approach of going to the people via pop-ups.

2.9. Feedback from consultations:

- o Berkeley asked people what their connection to Woodberry Down is. 80% of respondents were Woodberry Down residents. The Design Committee consultation subgroup suggested splitting answers for each tenure to capture views from social rented, shared ownership and market residents.

- o Berkeley asked people about their involvement in previous masterplans and phases and whether they had attended consultation events. Most people said no and Berkeley will address this by approaching people for future consultations.

- o Berkeley asked how people are using the new river path in Phase 5 and, if they currently do not use the path, why not.

- o Berkeley asked what matters most in the design of Phase 5 public open space. Most people voted for having an open space that is quiet and peaceful.

- o Berkeley asked what would encourage people to use the Eastern Linear Park. Most responses mentioned having play areas for different ages and places to socialise. Berkeley are looking into providing a community garden with picnic benches as a space for socialising.

- o Berkeley asked what would make Phase 5 inviting and safer. Most responses asked for improved lighting.
- o Berkeley asked how play spaces can be designed to feel inclusive and welcoming to families. People suggested a variety of play areas for different ages.
- o Berkeley asked if there is enough space in Phase 5 for different age groups - children, teenagers, adults and other residents. Berkeley had a workshop with Skinners Academy to help illustrate what they look for in open spaces for teenagers.
- o Berkeley asked if there is anything in the local area people particularly like or dislike for Berkeley to consider in the design of Phase 5. People mentioned safety, crime and security, better lighting and surveillance, increasing biodiversity, providing community facilities, and providing play, sport and activity spaces.
- o Berkeley will be going out to consultation on emerging proposals in mid-March.